

May 7, 2003 BZA



REQUEST ANALYSIS
AND
RECOMMENDATION

03AN0258

Commonwealth Sign Co.
(Kevin Booker and Kelly Rice)

Dale Magisterial District
6447 Iron Bridge Road

REQUEST: A 44.32 square foot Variance to the 105 square foot sign area limitation for building-mounted signs.

RECOMMENDATION

Recommend denial of this Variance for the following reasons:

- A. As required by the Zoning Ordinance, there are no conditions upon which this request are based that are unique to the property and are not applicable generally to other properties in the area.
- B. There are no conditions on this property that a particular hardship would result to the owner if the requirements of the Zoning Ordinance were adhered to relative to signage.

GENERAL INFORMATION

Location:

Property is known as 6447 Iron Bridge Road. Tax ID 775-680-2586 (Sheet 17).

Existing Zoning:

C-3

Size:

.903 acre

Existing Land Use:

Commercial

Adjacent Zoning and Land Use:

North - R-7 and C-3; Commercial and vacant

South - C-3; Commercial and vacant

East - C-3; Commercial

West - R-7 and C-3; Commercial and vacant

Utilities:

Public water and sewer

Transportation:

This request will have no impact on the existing road network.

General Plan:

(Central Area Land Use and Transportation Plan)

Community mixed use

DISCUSSION

The applicant is proposing to reface the existing building-mounted sign for Advance Auto Parts. The existing building has eighty-four (84) lineal feet facing Iron Bridge Road. The Zoning Ordinance allows 1.25 square feet for each one (1) lineal foot of building frontage, therefore the applicant is allowed 105 square feet of sign area. The applicant has proposed two (2) signs of 74.66 square feet each for two (2) sides of the building for a total of 149.33 square feet. Therefore, the applicant is requesting a 44.32 square foot Variance.

The applicant provides the following information in support of this request:

Advance Auto Parts is updating its corporate image. Typically a red background with parapet extension is what the sign is mounted on. Chesterfield County considers this area (red) background to be signage. Therefore, Advance has been willing to reduce the red background to a bare minimum that still achieves corporate identity. Architectural compatibility requirements and sign area limitations would prohibit Advance from having any red background on the building. Please note that this is the only Advance store in

Chesterfield County with a corner entrance. Advance desires signage oriented toward Route 10 as well as the Iron Gate Village.

Staff notes that the subject property lies within the Central Area Land Use and Transportation Plan. This Plan suggests the property is appropriate for community mixed use.

Staff visited the subject property and observed an existing Advance Auto Parts store with signage.

Staff has reviewed the attached plans and application. Staff finds there are no extraordinary circumstances or conditions that apply to the subject property which do not apply generally to other properties in the immediate area that would justify a 44.32 square foot Variance to the 105 square foot sign area limitation. Therefore, staff cannot support this request.

INSTALL 25' HIGH STEEL LIGHT POLE ON CONG. BASE W/ (2) 1000 WATT METAL HALIDE FIXTURES ARE TO BE HI-TEX BY LITHONIA TV SERIES- TV 1000A H03 BEAM SPREAD 43/42 INCH. AN LIGHT AS SHOWN ON BUILDING & OVERLAP IN THE CENTER. WIRE LIGHT POLES AND BLDG. LIGHTS THRU THE SAME SHAPE THE CLOCK W/ (1) SETS OF TRIPPERS.

6" HIGH TREATED WOOD SCREEN FOR DUMPSTER PRIME AND PAINT TO MATCH THE EXISTING BUILDING. ASPHALT UNDER TOWER IS TO BE LEVEL SO THAT THE TRAILER BED WILL LINE UP WITH THE LOT.



(4) 8'-0" SPACING 1/4"-1" HIGH OUTPUT FLUORESCENT FIXTURES ON 48' ROADS TO ILLUMINATE BUILDING SIGNAGE. WIRE THRU 24 HOUR THE CLOCK. INSTALL THESE LIGHTS AFTER THE SIGNAGE HAS BEEN INSTALLED.

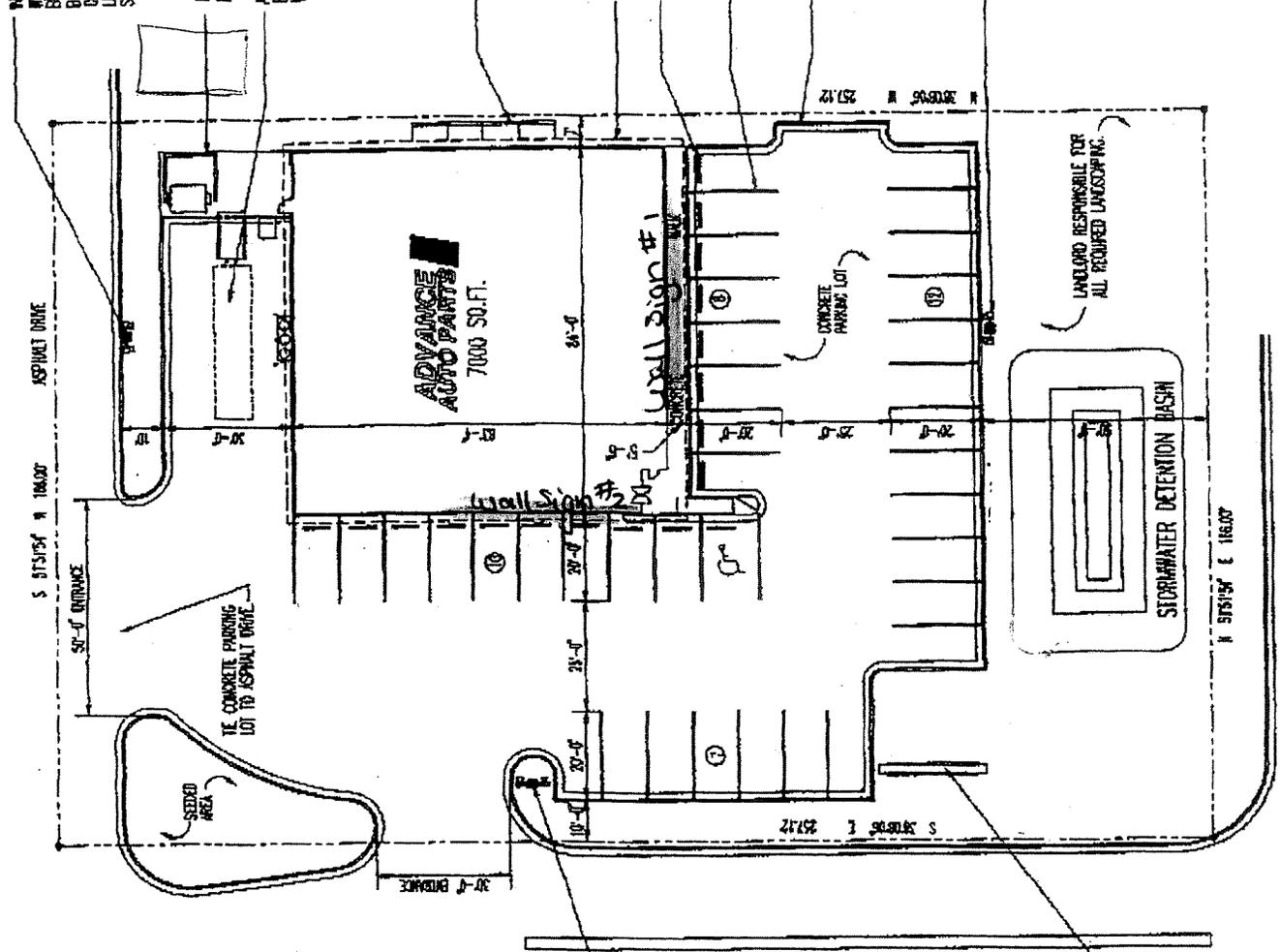
DASHED LINE INDICATES FASADA OVERHANG

CONCRETE PARKING BELLOWS 30' FROM FACE OF CURB

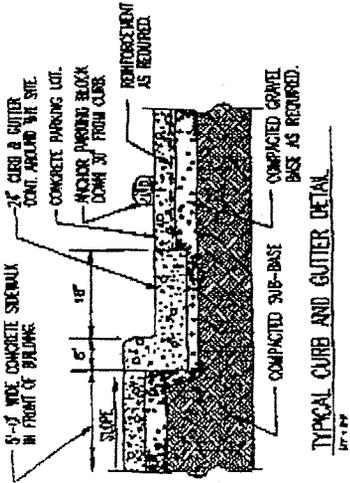
PARKING LINES 4' WIDTH. PAINTED YELLOW. (2 COATS OF SHERWIN WILLIAMS 80272 YELLOW TRAFFIC MARKING PAINT)

6" HIGH CONCRETE CURB AND GUTTER CONT. AROUND THE SITE AS SHOWN. ENCRUST TO TOP OF THE CURB.

LIGHT POLE SPEC'S SAME AS LIGHT POLE ON SIDE.



IRON BRIDGE RD



TYPICAL CURB AND GUTTER DETAIL

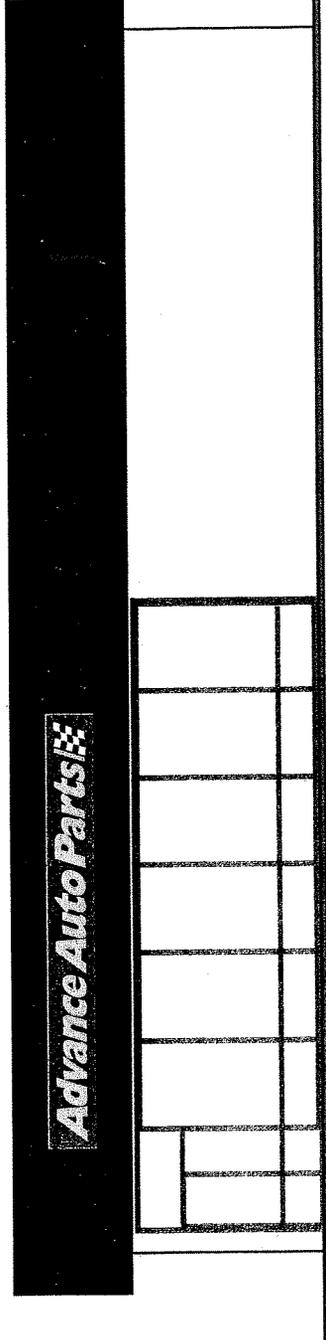
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LANDSCAPING NOTE:
GENERAL CONTRACTOR IS TO CLEAN ENTIRE SITE OF ALL CONSTRUCTION DEBRIS AND TO MAKE DISTURBED AREAS IT IS THE RESPONSIBILITY OF THE CONTRACTOR TO ESTABLISH A HEALTHY SOIL OF GRASS ON THE ENTIRE SITE APPLY 2" OF TOP SOIL.
PLANT GRASS SEED & APPLY STRAW & WATER. GENERAL CONTRACTOR IS TO COMPLY WITH APPLICABLE CODES & ORDINANCES REGARDING LANDSCAPING. CONTRIBUTOR IS TO CONTINUE TO CARE FOR THE GRASS UNTIL ADVANCE TAKES POSSESSION OF THE BUILDING.

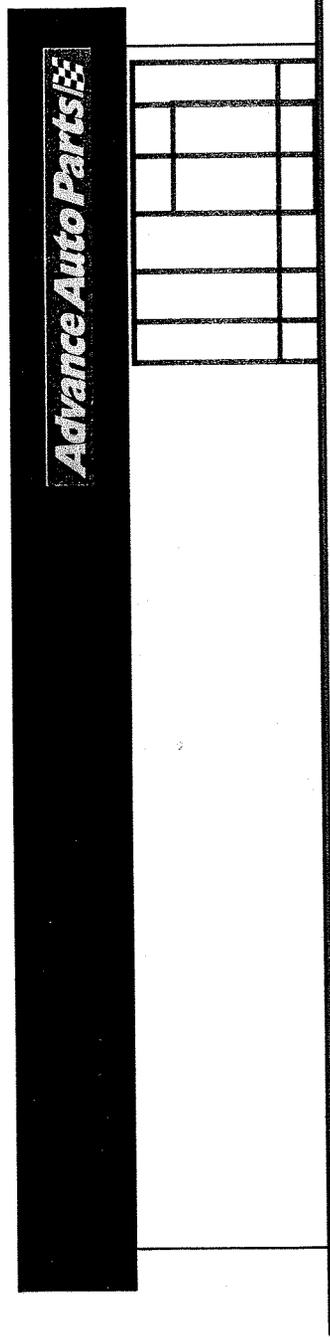
ROAD SIGN FURN & INSTALLED BY ADVANCE. CONTRACTOR'S ELECTRICIAN IS TO PROVIDE UNDERGROUND CIRCUIT & WIRE THRU SEPARATE TIME CLOCK W/ (2) SETS OF TRIPPERS. CONTRACTOR'S ELECTRICIAN IS TO RETURN & MAKE ALL NECESSARY CONNECTIONS. AFTER ROAD SIGN IS ERECTED CONTRACTOR'S ELECTRICIAN IS TO INSTALL CONTRACTOR'S ELECTRICIAN IS TO ASSESS A WEATHERPROOF RECEIPT @ BASE OF POLE.

32'0"
29'8"

28"
Advance Auto Parts



FRONT ELEVATION-24" LETTERS



LEFT ELEVATION

COMMONWEALTH SIGN COMPANY
Roanoke, Va. 540-342-6295 or 800-821-7716

Client	Advance Auto Parts	
Address	#2970 RICHMOND, VA	
Customer Approval		

Date		
Scale		
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